



News Release

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FOR IMMEDIATE RELEASE

HENRICO COUNTY PUBLIC LIBRARY RECEIVES “THE GREAT AMERICAN READ” GRANT FROM ALA, PBS

Grant will support library programs about Americans’ best-loved books

Henrico, VA — Henrico County Public Library will receive a grant from the American Library Association (ALA) and PBS to host programs around The Great American Read, an eight-part television series and multi-platform initiative that celebrates the joy of reading and the books we love.

More than 220 public libraries applied for the \$2,000 grants, which will support public programs around the series. Henrico County Public Library (HCPL) was one of just 50 libraries nationwide to be selected. Premiering May 22, The Great American Read will engage audiences with a list of 100 diverse books, encouraging audiences to read the books, vote from the list of 100, and share their personal connections to the titles.

“Our job is to connect readers with books – and The Great American Read allows us to go beyond that, to connect Henricoans with a national community of readers, in a really fun way,” said Margaret Allbee, Programming Librarian at HCPL.

HCPL programming for The Great American Read will involve film screenings, book clubs, a reading challenge with prizes, and a social media campaign. Starting Second Tuesdays this summer and running through Fall, Henrico library locations across the county will host the Great Reads Make Great Films series, featuring screenings of award-winning, classic film adaptations of books from the list. Book Clubs at all HCPL Area Libraries will read selections from the list this summer, and patrons who read twenty or more titles from the list will be eligible for prizes come fall. An interactive social media campaign starting in June will reward HCPL patrons’ top posts on Facebook, Twitter, and Instagram using hashtags #HenricoGreatRead and #GreatReadPBS with gift certificates. Patrons will also be able to vote for their favorite title from The Great American Read at HCPL locations starting this summer.

The two-hour launch episode of The Great American Read on PBS May 22 will kick off a summer of reading and voting. In fall 2018, seven new episodes will air, featuring appearances by celebrities, athletes, experts, authors, and everyday Americans advocating for their favorite book, culminating with a finale that reveals America's best-loved novel as chosen by the American public.

For more information about this topic, please contact Patty Conway, Community Relations Coordinator for Henrico County Public Library, at pconway@henricolibrary.org, or 804.501.1906.

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